

### **REMARKS**

Claims 1-13 are now pending in the application. Claims 1, 7, 8 and 9 have been amended and new dependent claims 10-13 have been added. The amendments to the claims contained herein are of equivalent scope as originally filed and, thus, are not a narrowing amendment. The Examiner is respectfully requested to reconsider and withdraw the rejections in view of the amendments and remarks contained herein.

The independent claims have been amended to more fully distinguish the applicants' invention over the cited art, and to correct the 35 U.S.C. §112 objections raised by the Examiner. Specifically, the claims have been amended to recite the following feature or steps not found in the cited references:

- (a) list up advertisers corresponding to image data or music data;
- (b) list up advertisers corresponding to keyword data;
- (c) list up advertisers that have not registered particular contents;
- (d) attach a default advertisement image when there is no advertiser associated with the card;
- (e) select an advertisement image based on selection by card sender.

Support for these amendments may be found in Figures 6 and 7, and the accompanying description in the specification pages 20-22. See for example, Steps SC3 and SC5 (with regard to feature a), Step SC7 (feature b), Step SC9 (feature c), Step SC11 (feature d) and Step SC14 (feature e).

In view of the above amendment, applicant believes the pending application is in condition for allowance.

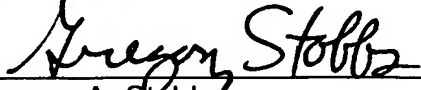
Application No. 10/045397  
Amendment dated August 31, 2006  
Reply to Office Action of May 2, 2006

Docket No.: 2552-000004/US

Applicant believes no fee is due with this response. However, if a fee is due, please charge our Deposit Account No. 08-0750, under Order No. 2552-000004/US from which the undersigned is authorized to draw.

Dated: August 31, 2006

Respectfully submitted,

By 

Gregory A. Stobbs

Registration No.: 28,764

HARNESS, DICKEY & PIERCE, P.L.C.

P.O. Box 828

Bloomfield Hills, Michigan 48303

(248) 641-1214

Attorney for Applicant